

**P & C Food Markets**  
**P.O. Box 4965**  
**Syracuse, NY 13221**

A merchandising bonus up to \$30,000 will be paid to P & C Food Markets if the following merchandising requirements can be met:

- P & C Food Markets will allow R.J. Reynolds to place a package merchandiser at a self service checkout location, or service counter position in a self service position.

**OR**

Place merchandising/displays at the checkouts to provide promotion capabilities for R.J. Reynolds cigarette brand styles. Size and product capability will need to be determined.

- The qualifying package fixture can have a security lock-up feature.
- The qualifying package fixture will feature all R.J. Reynolds brands authorized for P & C Food Market distribution, and will be planogrammed by R.J. Reynolds personnel. Competitive brands may be placed once R.J. Reynolds planogram needs are satisfied.
- To earn the bonus, fixture placements will determine the final bonus payment to be earned at a rate of \$500.00 per store. All fixtures approved for placement should remain on location through December 31, 1996. Should fixtures not be placed on location by March 31, 1995, then bonus monies will be deducted from future quarterly contractual monies. Any fixtures placed and removed will be deducted on a pro-rated basis.

Signed by/Date

Frank Winker 12/1/94  
Mr. Frank Winker, Director Store Merchandising

Signed by/Date

Bruce Cook  
Mr. Bruce Cook, Sr. Chain Accounts Manager

51859 9451

*RJR*  
*Reynolds*

Tobacco Company

Fax # 910-141-1555

TO:

*Rebecca Fulton*

FROM:

*SK MacLeod*

DATE:

*12-1-94*

RE:

*PLEASE Forward Vouchers directly*

*SCAM, Bruce Cook Syracuse Chain #1642*

*Thank SKM*

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IF YOU DO NOT RECEIVE ALL PAGES OF THIS FAX,  
PLEASE CONTACT (716)634-3143. THANK YOU

51859 9452

## MESSAGE CONFIRMATION

DATE:12/01/94 TIME:15:30

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
12/01	15:28	01'14"	9197417555	G3-S	003	OK

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